

CLAIMS

*Sub C1* 1. A method of automatically evaluating a financial account applicant for a financial institution, the method comprising the acts of:

5. accessing credit bureau data for the applicant;  
accessing account information for the applicant;  
generating a score for the applicant based on the credit bureau data and the account information; and

determining whether to open the financial account based on the score.

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2. A method as set forth in claim 1 wherein the act of determining whether to open the financial account includes the acts of establishing electronic guidelines for the financial institution and comparing the guidelines against the score to evaluate whether to accept the application.

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*Sub A1* 3. A method as set forth in claim 1 and further comprising the act of establishing electronic guidelines for the financial institution and comparing the guidelines against the score to evaluate whether to offer additional products and services of the financial institution to the applicant.

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4. A method as set forth in claim 1 and further comprising the act of accessing demographic data for the applicant and wherein the act of generating the score includes the act of basing the score on the demographic data.

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5. A method as set forth in claim 4 wherein the demographic data includes at least one of household income, home ownership, and education level.

6. A method as set forth in claim 1 and further comprising the act of performing a preliminary financial account information database search.

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7. A method as set forth in claim 6 and further comprising the act of denying the applicant if the preliminary financial account database search establishes that the applicant had a previous financial account closed "for cause."

*Sub A3* > 8. A method as set forth in claims 6 and further comprising the act of denying the applicant if the preliminary financial account database search establishes that the applicant has submitted more than a specified number of financial account applications to financial institutions within a given period of time.

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9. A computer-readable medium storing computer-readable instructions for evaluating a financial account applicant, the instructions directing the computer to perform the acts of:

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accessing credit bureau data for the applicant;  
accessing account information for the applicant;  
generating a score for the applicant based on the credit bureau data and the account information; and  
determining whether to open the financial account based on the score.

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10. A method as set forth in claim 1 wherein the act of determining whether to open the financial account includes the acts of establishing electronic guidelines for the financial institution and comparing the guidelines against the score to evaluate whether to accept the application.

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11. A method as set forth in claim 1 and further comprising the act of establishing electronic guidelines for the financial institution and comparing the guidelines against the score to evaluate whether to offer additional products and services of the financial institution to the applicant.

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12. A method as set forth in claim 1 and further comprising the act of accessing demographic data for the applicant and wherein the act of generating the score includes the act of basing the score on the demographic data.

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13. A method as set forth in claim 4 wherein the demographic data includes at least a one of household income, home ownership, and education level.

14. A method as set forth in claim 1 and further comprising the act of performing a preliminary financial account information database search.

15. A method as set forth in claim 6 and further comprising the act of denying the applicant if the preliminary financial account database search establishes that the applicant had a previous financial account closed "for cause."

5 16. A method as set forth in claims 6 and further comprising the act of denying the applicant if the preliminary financial account database search establishes that the applicant has submitted more than a specified number of financial account applications to financial institutions within a given period of time.

10 *short* *A4* 17. A system for automatically evaluating a financial account applicant, the system comprising:

a system server including a software program for evaluating applicant credit bureau information and applicant account information;

a credit bureau database connected to the system server for providing credit bureau

15 data to the software program;

a financial account database connected to the system server for providing financial account information to the software program; and

a financial institution computer connected to the system server to provide applicant information to the system server thereby allowing the system server to retrieve applicant

20 credit bureau information and applicant financial account information and evaluate whether to open the account for the applicant.

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